

What is claimed is:

1. A method for managing opt-out or unsubscribe information comprising
 - collecting an e-mail address and contextual information for a user;
 - storing the e-mail address and contextual information in a database;
 - processing the e-mail address and contextual information for rule-based and learning-based use; and
 - distributing or sharing the e-mail address and contextual information, and derived processed data to an entity entitled to such information, at intervals or upon request.
2. A method as recited in claim 1, wherein the act of collecting opt-out or unsubscribe e-mail information includes:
 - input from a plurality of sources, including HTML form inputs, HTTP links, bulk text-file import, or other input mechanisms.
3. A method as recited in claim 1, further including:
 - configuring the act of collecting opt-out or unsubscribe e-mail information.
4. A method as recited in claim 1, further including:
 - selecting a distribution method from a plurality of methods including File Transport Protocol (FTP), E-mail, Hypertext Transfer Protocol (HTTP), Graphical User Interface (GUI), or other network transport mechanism.

5. A method as recited in claim 1, further including:

utilizing the database and processing mechanisms to conform to legal standards or best practices for e-mail marketing.

6. A method as recited in claim 5, further including:

configuring the definition of "legal standards" or "best practices."

7. A method as recited in claim 1, further including:

utilizing the database and processing mechanisms to modify, update, or delete opt-out or unsubscribe information.

8. A method as recited in claim 1, further including:

utilizing the database and processing mechanisms for real-time "DO NOT E-MAIL" queries.

9. A method as recited in claim 1, further including:

utilizing the database and processing mechanisms to synchronize information with external sources of opt-out or unsubscribe information.

10. A method as recited in claim 1, further including:

utilizing the database and processing mechanisms to synchronize information with external recipients of opt-out or unsubscribe information.

11. A method as recited in claim 1, further including:

utilizing the database and processing mechanisms to collect, store, process and distribute opt-in or subscription information.

12. A method as recited in claim 1, further including:

utilizing the database and processing mechanisms for e-mail list “cleaning” of addresses to be removed.

13. A system for managing opt-out or unsubscribe information comprising:

means for collecting an e-mail address and contextual information for a user;

means for storing the e-mail address and contextual information in a database;

means for processing the e-mail address and contextual information for rule-based and learning-based use; and

means for distributing or sharing the e-mail address and contextual information, and derived processed data to an entity entitled to such information, at intervals or upon request.

14. A system as recited in claim 13, wherein said opt-out or unsubscribe system is a sub-system of a system which also sends e-mail.

15. A system as recited in claim 13, wherein said opt-out or unsubscribe system is a sub-system of a system which also provides e-mail list management functions.

16. A system as recited in claim 13, further comprising means for collecting opt-out or unsubscribe e-mail information from a plurality of sources, including HTML form inputs, HTTP links, bulk text-file import, or other input mechanisms.

17. A system as recited in claim 13, further comprising means to configure the method for collection of opt-out or unsubscribe e-mail information.

18. A system as recited in claim 13, further comprising means to select a distribution method from a plurality of methods including File Transport Protocol (FTP), E-mail, Hypertext Transfer Protocol (HTTP), Graphical User Interface (GUI), or other network transport mechanism.

19. A system as recited in claim 13, further comprising means for utilizing the database and processing mechanisms to conform to legal standards or best practices for e-mail marketing.

20. A system as recited in claim 19, further comprising means to define or configure "legal standards" or "best practices."

21. A system as recited in claim 20, further comprising means for utilizing the database and processing mechanisms to modify, update, or delete opt-out or unsubscribe information.

22. A system as recited in claim 20, further comprising means for utilizing the database and processing mechanisms for real-time "DO NOT E-MAIL" queries.

23. A system as recited in claim 20, further comprising means for utilizing the database and processing mechanisms to synchronize information with external sources of opt-out or unsubscribe information.

24. A system as recited in claim 20, further comprising means for utilizing the database and processing mechanisms to synchronize information with external recipients of opt-out or unsubscribe information.

25. A system as recited in claim 20, further comprising means for utilizing the database and processing mechanisms to collect, store, process and distribute opt-in or subscription information.

26. A system as recited in claim 20, further comprising means for utilizing the system for e-mail list “cleaning” of addresses to be removed.

27. A computer program embodied on a computer readable medium for managing opt-out or unsubscribe information, the computer program code comprising:

a code segment for collecting an e-mail address and contextual information for a user;

a code segment for storing the e-mail address and contextual information in a database;

a code segment for processing the e-mail address and contextual information for rule-based and learning-based use; and

a code segment for distributing or sharing the e-mail address, contextual information, and derived processed data to an entity entitled to such information, at intervals or upon request.

28. A computer program as recited in claim 27, further comprising a code segment for collecting opt-out or unsubscribe e-mail information from a plurality of sources, including HTML form inputs, HTTP links, bulk text-file import, or other input mechanisms.

29. A computer program as recited in claim 27, further comprising a code segment to configure the means for collection of opt-out or unsubscribe e-mail information.

30. A computer program as recited in claim 27, further comprising a code segment to select a distribution method from a plurality of methods including File Transport Protocol (FTP), E-mail, Hypertext Transfer Protocol (HTTP), Graphical User Interface (GUI), or other network transport mechanism.

31. A computer program as recited in claim 27, further comprising a code segment for utilizing the database and processing mechanisms to conform to legal standards or best practices for e-mail marketing.

32. A computer program as recited in claim 31, further comprising a code segment to define or configure "legal standards" or "best practices."

33. A computer program as recited in claim 27, further comprising a code segment for utilizing the database and processing mechanisms to modify, update, or delete opt-out or unsubscribe information.

34. A computer program as recited in claim 27, further comprising a code segment for utilizing the database and processing mechanisms for real-time "DO NOT E-MAIL" queries.

35. A computer program as recited in claim 27, further comprising a code segment for utilizing the database and processing mechanisms to synchronize information with external sources of opt-out or unsubscribe information.

36. A computer program as recited in claim 27, further comprising a code segment for utilizing the database and processing mechanisms to synchronize information with external recipients of opt-out or unsubscribe information.

37. A computer program as recited in claim 27, further comprising a code segment for utilizing the database and processing mechanisms to collect, store, process and distribute opt-in or subscription information.

38. A computer program as recited in claim 27, further comprising a code segment for utilizing the database and processing mechanisms for e-mail list “cleaning” of addresses to be removed.